

applying an adhesive sealant coating that is tacky at room temperature directly over the applied transferable image;

applying an adhesive binder on the permanent wall;

drying said sealant coating and sandwiching said transferable image between said sealant coating and said first surface;

placing the sealant coating-applied transfer sheet against the permanent wall with said first surface in facing relationship with said adhesive binder on the wall, said sealant coating being non-adhesive during said step of placing;

applying pressure to urge said first surface of the placed transfer sheet against the wall to thereby transfer the transferable image directly onto the permanent wall; and

removing the pressure-applied transfer sheet from the permanent wall.

14. (new) The process of Claim 13, the step of printing comprising:

printing the transferable image with an electrostatic printer.

15. (new) The process of Claim 13, further comprising:

applying a coating of varnish over the transferred transferable image on the permanent wall.

16. (new) The process of Claim 13, wherein the adhesive binder applied to the wall has chemical and physical specifications which are compatible with inks used to apply the transferable image on the transfer sheet.

17. (new) The process of Claim 13, wherein the permanent wall is comprised of plaster.

18. (new) The process of Claim 13, wherein said sealant coating is transparent.

19. (new) The process of Claim 13, wherein said sealant coating is translucent.

20. (new) The process of Claim 13, wherein said sealant coating is opaque.